



**TEXAS IS  
BEST WHEN  
TEXANS ARE  
HEALTHY**

FOR IMMEDIATE RELEASE –

**TEXAS COMMUNITIES, SCHOOL DISTRICTS WIN HEALTH COMPETITION,  
PAVE WAY FOR HEALTHIER TEXAS**

*More than 350 communities participate in It's Time Texas 2024 Community Challenge with winners awarded for leading healthy lifestyle and combatting preventable diseases*

**AUSTIN, TX** – (April 16, 2024) [It's Time Texas](#), the nonprofit dedicated to building a healthier Texas by focusing on health prevention, is closing another successful [2024 Community Challenge](#) with nearly 10,000 Texans working towards building healthier lives and a healthier state together. Representing more than 350 communities, 800 schools from 200 school districts, and 130 organizations united to achieve an outstanding milestone: a collective record of 4,438,031 minutes of physical activity, accompanied by 10,100 virtual high fives.

The 2024 winners, spanning various categories such as communities, school districts, and Texas-based organizations, are being celebrated for their exceptional participation and contributions towards fostering a healthier Texas.

**METRO COMMUNITY:** SAN ANTONIO

**LARGE COMMUNITY:** MCALLEN

**MEDIUM COMMUNITY:** PHARR

**SMALL COMMUNITY:** LOS FRESNOS

**EXTRA SMALL COMMUNITY:** SMITHVILLE

**ORGANIZATION:** NORTH EAST ISD STAFF &  
FACULTY

**METRO SCHOOL DISTRICT:** NORTH EAST ISD

**LARGE SCHOOL DISTRICT:** PHARR-SAN JUAN-ALAMO  
ISD

**MEDIUM SCHOOL DISTRICT:** HARLINGEN ISD

**SMALL SCHOOL DISTRICT:** LA FERIA ISD

**EXTRA SMALL SCHOOL DISTRICT:** SMITHVILLE ISD

Now in its 12th year, the Community Challenge is an eight-week, app-based competition that is entirely free. Participants are rewarded for logging daily healthy habits, such as drinking water, going for walks, and enjoying nutritious meals. The challenge not only fosters Health Champions—individuals dedicated to healthier living and inspiring others to join them—but also offers complimentary access to resources like telehealth coaching, virtual fitness & nutrition classes, and other educational materials on wellness.

“At its heart, the Community Challenge embodies a time for individuals and organizations to unite, driven by encouragement, motivation, and friendly competition, to begin the year with health as their priority. We are grateful to the communities statewide that embrace the challenge as an initiative to cultivate wellness together.” said CEO of It's Time Texas Jamie Williams, referencing that for many

[Itstimetexas.org](https://itstimetexas.org) | For media inquiries email – [marketing@itstimetexas.org](mailto:marketing@itstimetexas.org)



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communities, 2024 was not the first time they participated in the challenge. “Not only does the challenge provide an enjoyable opportunity for families, organizations, and communities to connect, but it also serves as an effective means to confront some of our state's most concerning health disparities, including low life expectancy, prevalent preventable diseases, and unequal access to health resources across communities.”

Currently, two in three adults and one in three children in Texas are obese – a common contributing factor to developing preventable diseases, including diabetes and heart and lung disease, which take years off Texans’ lives.

The Community Challenge represents a crucial aspect of It’s Time Texas’ multifaceted approach to combat the preventable disease crisis in Texas. Our efforts extend beyond the Challenge, encompassing strategic health planning with schools, promoting health-related civic engagement opportunities for adults, and providing year-round individual health support. This includes free fitness and nutrition classes, personalized telehealth coaching sessions, and collaboration with professionals across the state to offer resources and professional development opportunities to foster transformative change for our state’s health.

“Thank you to all who participated in the 2024 Community Challenge. Your collective efforts demonstrate how communities can unite to ignite positive, healthy change statewide,” added Williams.

We encourage all Community Challenge participants to continue motivating one another and inspiring others within their communities as we work together to build a healthier Texas.

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**About It's Time Texas:**

[It's Time Texas](https://itstimetexas.org), a statewide nonprofit dedicated to promoting healthier lives and more vibrant communities for ALL Texans. This is accomplished through innovative programs and community-centered initiatives encouraging physical activity, healthy eating, and overall well-being. Learn more at [itstimetexas.org](https://itstimetexas.org).